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## Criticism of modern German media in Timur Vermesh's novel "Look who's back"

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**Abstracts.** From the standpoint of a professional journalist, Timur Vermesh in his novel "Look who's back" severely criticizes the modern German mass media. He criticizes both tabloid and serious press, radio and television. According to Vermesh's point of view, the modern German mass media lost a sense of social responsibility. The article deals with the analysis of the main methods and techniques used by the author of the novel to determine causes of this phenomenon as well as its impact on society. The refusal of the German media to follow the principle of social responsibility, according to Vermesh, leads to their transformation into media of a totalitarian type, which is a threat to society. They are the ones that become the subject of debunking in Timur Vermesh's media critical novel "Look who's back".

**Keywords:** media criticism, Hitler, pamphlet, clip thinking, mass media, Germany, Bild, national socialism.

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